



green
ACTION
centre

2021-22
IMPACT REPORT

Executive Director & Board Chair Note

It is with sadness and pride that we deliver this which will be Tracy's final in her capacity as Executive Director at Green Action Centre. It has truly been an amazing 9 years and we are grateful for all the incredible work that has been achieved, those we've worked in partnership with, and the collective impact we've had changing behaviours and tackling climate change.

2021-22 was another year spent functioning through Zoom and working in isolation for extended periods. While a privilege to continue our work, operating under the impacts of COVID-19 these past years has taken its toll. Staff reflections echo this with common feedback including words such as "rewarding", "resilience", "challenging", "stressful", "overwhelming" and "learning". Despite this, we honestly believe Green Action Centre is a stronger organization for it – more adaptable, candid, resilient, and inclusive - and that the best is yet to come.

Working from home did not stop us from being productive. When reviewing our grant funding, there were 16 active grant agreements, with a long list of projects on the go on top of our annual events such as the Commuter Challenge, Jack Frost Challenge, Bike Everywhere Month, and composting education workshops. Our earned revenue also increased last year due to the addition of our Waste and Green Audit services as well as the continued growth in Compost Winnipeg's organic waste collection service which has diverted over 3 million kilograms of organic waste from landfills since 2016.

The conversation about a non-profit should not have to focus on money, but the reality is that many non-profits are limited by restrictions of certain funding models and perceptions about how non-profits should operate. So, it really is about the money; how to get it to do the work that needs to be done; how to maintain it to deliver sustainable programs over time that generate real impact; how to use it to attract and retain qualified and motivated talent; and how to steward it to plan and provide resiliency for the unknowns of the future. With that in mind, we are expressly grateful for critical and ongoing support provided by our donors and organizations such as The Winnipeg Foundation to Green Action Centre and other non-profits alike.

We have remained focused on creating positive societal change through the environmental work that we do by staying committed to applying our skills and passion as well as incorporating diversity, equity, and inclusion into our programming, partnerships and workforce. We know there is no environmental justice without social justice.

Other major cities outperform Winnipeg in the areas of green transportation and waste reduction. We need to – and can do – better in transitioning to greener transportation, increased waste diversion and a fossil-free, zero-waste economy. While the threat of the climate crisis is real, it is not hopeless. Imagine if we started to look at everything we do through a climate lens. Green Action Centre is positioned to help Manitobans play their part – at home, at work or at school – to incorporate changes that benefit the environment and better our province. Let's continue to do everything possible to protect our environment now and for future generations.

Wishing you a green, sustainable year ahead.

With gratitude,



A handwritten signature in blue ink that reads "Neil Richard".

Neil Richard,
Board Chair



A handwritten signature in black ink that reads "Tracy Hucul".

Tracy Hucul,
Executive Director



Your Green Living Hub

MISSION: We promote green and better living by sharing practical solutions and advocating for change

VISION: All Manitobans living green, living well

OUR VALUES

WE ACT ON FACTS | We rely on research, evidence and best practices to create meaningful change.

WE MAKE CHANGE HAPPEN | We respond to issues and encourage others to take action.

WE ARE PASSIONATE ABOUT WHAT WE DO | We love our work; we walk the talk and lead by example.

WE DO WHAT WE SAY | We are dependable and responsible; you can count on us to get the job done.

WE INVITE EVERYONE | We collaborate with others and welcome all Manitobans to join the conversation about positive green solutions.

WE BREAK DOWN BARRIERS | We work together to help people overcome challenges. We recognize that change isn't easy, but we will help you get there.

WE ARE HOPEFUL | We are optimistic that with a positive message and by working together, humans can live in harmony with the Earth.

OUR WORK

We deliver community programming, tools and education on sustainable transportation, waste reduction, and green living.

- Green Action Centre programs include:
- Workplace Commuter Options
- Jackfrost Challenge & Commuter Challenge
- Active and Safe Routes to School
- Composting & Food Waste Reduction
- Living Green, Living Well
- First Nations Waste Minimization
- Compost Winnipeg, a Social Enterprise of Green Action Centre



CURRENT STRATEGIC GOALS

1. Deliver programs that enhance individual and workplace capacity of Manitobans
2. Undertake policy work and develop position statements that support sustainable living at a systems level
3. Increase reach and presence of Green Action Centre
4. Continue to strengthen organizational stability
5. Increase internal capacity

2021-2022 HIGHLIGHTS

- The First Nations Waste Minimization team is proud to share a new program logo with each element representing an important aspect of waste minimization
- Continued work with Red River Co-op to support the elimination of plastic grocery bags offered at their stores
- Connected, engaged and built relationships with Indigenous (i.e., Sioux Valley Dakota Nation and Little Black River First Nation) and rural communities (i.e., Selkirk) in partnership with Manitoba's Climate Action Team
- Facilitated sustainability projects and delivered green audit services to 9 local organizations
- Launched Road to Resilience version 2 titled "Manitoba's Road to Resilience: Energy Solutions" in partnership with Manitoba's Climate Action Team



SUSTAINABILITY PROJECTS



Green Action Centre's Green Audits have focussed on collaborating with the corporate sector to deliver services to local companies to assess their carbon footprint and providing practical, green solutions to improve environmental sustainability. The assessment and implementation plan processes aim to empower the organization, working together to analyze the following areas:

Building & energy
Grounds & naturalization
Water
Waste

Transportation
Food practices
Programming
Training

Teamed with Rossbrook House to replace the concrete in front of their building with bountiful greenspace.

Co-designed a program with IRCOM to support newcomers in Winnipeg to live sustainably through waste reduction and sustainable transportation.

Partnered with S-Cubed Environmental to perform waste audits for professional organizations including Sleep Country, Kildonan Place, and Grant Park Shopping Centre.

Provided seven Youth organizations with Compost Winnipeg service and education for two years and one organization with an on-site composting system.

Organizations involved in Green Audit services:

- Relish
- Leadership Winnipeg
- The Winnipeg Foundation
- Manitoba Arts Council
- Centre de Santé Saint-Boniface

POLICY HIGHLIGHTS

Green Action Centre remained active on policy issues throughout the year, with support and contributions from the Executive Director, various program staff, policy volunteer Peter Miller, and other partnering community groups.

Winnipeg's 2022 Alternative Municipal Budget, chapter lead on organic waste – The alternative municipal budget is a community effort, led by the Canadian Centre for Policy Alternatives and the Social Planning Council, to establish a City Budget that takes into account growing inequities, climate change and a vision for a much better Winnipeg. The 2022 Winnipeg Alternative Municipal Budget has 16 priority areas and was co-written by 27 authors from 18 community organizations. It is intended to be used to educate, challenge and inspire change.

Winnipeg Community Energy Investment Roadmap – Participated on the technical advisory group (Jul 2021 to Jan 2022) that was established to review low carbon scenario assumptions, and possible implications and impacts. The detailed roadmap is intended to guide the City of Winnipeg to meet its emissions target of net zero emissions by 2050 as identified in Winnipeg's Climate Action Plan.

City of Winnipeg Standing Policy Committee on Water and Waste, Riverbank Management and the Environment – Met with the Committee Chair in Jun 2021 and presented at the Sept 2021 council meeting in support of Green Action Centre's concept for a city-wide compost rebate program for residents in an effort to build on the City's residential food waste collection pilot program and further progress the goals in Winnipeg's Climate Action Plan.

Efficiency Manitoba, Energy Efficiency Advisory Group (EEAG) – Provided program advice and advocated that GHG reduction become more central to Efficiency Manitoba's mandate. Demonstrated that electrification of transportation to displace fossil fuels would advance climate action and provide economic and innovation benefits to Manitoba Hydro and Manitoba.

Manitoba's Energy Future Stakeholder Workshop – Participated in stakeholder working groups to comment on opportunities and plans for a green energy future under development by Dunsky Energy + Climate.

Manitoba's Department of Mental Health Wellness and Recovery – Participated in the MHWR departmental roadmap consultation and submitted a formal submission from the perspective of health, environment and community building with specific links to the importance of active transportation for both environmental and health benefits.

Multi-Material Stewardship Manitoba – Participated in the consultation survey, workshop and meetings to review the draft transition plan for MMSM to transition to a full Extender Producer Responsibility (EPR) organization for Manitoba's residential packaging and printed paper recycling program, and provided a formal submission to MMSM with recommendations.

Minister of Intergovernmental Affairs, Infrastructure and Communities – Submitted a letter to the Honourable Dominic LeBlanc in support of the Government of Canada's priority (as per the mandate letter from the Prime Minister) for meaningful investment in public transportation, and green and social infrastructure. We specifically urged continued focus on public transportation and active modes of transportation, stating that while we also support zero emission vehicles, they are only part of a package of solutions to reduce transportation-related emissions and they do not combat road congestion or related infrastructure costs, nor are they an equitable solution for all Canadians.

Plastic Coalition call to action to the Government of Canada – Signatory along with over 50 other Canadian Environmental Non Profits calling on the Federal Government to be a leader in the global effort to: address plastic pollution through the elimination of single-use and harmful plastics; accelerate the necessary shift to reuse; and advance a just transition to a fossil-free, zero waste economy.

WASTE REDUCTION



Compost Bin Building Webinar



Omand's Creek Cleanup



Plastic Free July

- 175 Master Composter volunteer hours in our community
- Educated 2000+ people on composting and 10,000+ people on green living and plastic waste reduction through events and social media
- Waste Reduction Week virtual workshops had over 90 people registered and 700+ views online. Workshops included a Cooking with Food Scraps cooking show, Composting and Recycling Myths, and a virtual Compost Bin Building workshop
- Executed 20+ interviews with the media on waste reduction, composting and sustainability topics
- Pathfinders supported Fisher River Cree Nation shipping out 4,600L of used oil, seven 60-yard bin loads of scrap metal, and about 50 propane tanks
- Began registration process for Buffalo Point First Nation to become a registered depot to collect some types of household hazardous waste (HHW) and Peguis First Nation to become a full HHW collection depot
- "Protecting Mother Earth for the Next Seven Generations" youth activity book was created with much appreciated guidance from Elders and teachers
- Increased following on LinkedIn by 43% and other social media channels by 10% across Facebook, Instagram, and Twitter
- COVID-19 has drastically changed how we reach people with our programming. It has encouraged us to become more creative with what we offer and how we offer it. We are now able to share our knowledge of waste reduction with many more people than previously due to the virtual nature of our programming, particularly folks in rural communities, as well as those even farther afield

"The [Master Composter] course gave me the confidence and the tools to encourage others to compost. The staff at Green Action Centre have always made me feel valued, which is why I continue to volunteer on behalf of Green Action Centre. It feels great to contribute to Green Action Centre's efforts to promote sustainable living." - Maureen Peniuk, Master Composter

"Working with Green Action Centre was an eye-opening experience. They provided an excellent overview... and provided inspiration on how we could create solutions and take action in our organization. The green audit assessment of our office and operations was especially illuminating; made me feel more hopeful." - Cathleen Enns, Program Consultant, Manitoba Arts Council



SUSTAINABLE TRANSPORTATION



- Actively involved in the development of the Transportation Master Plan over the past year, as well as Our Winnipeg
- Encouraged students to walk and bike through signature events: Bike Everywhere Month in May (4,033 students and kids registered), Clean Air Day in June (4700 participants registered across Manitoba), and Walktober in October (26 schools and 2300+ students registered)
- A Clean Air Day Handbook was created in partnership with Health Canada with the goal of sharing our knowledge and expertise about facilitating Clean Air Day events with other schools and communities across Canada
- Conducted two transportation surveys with ACU, and prepared for the next transportation survey with the University of Manitoba
- 346 workplaces and 2,484 individuals registered for the Commuter Challenge, logging 279, 959 sustainable transportation kilometres and avoiding 58, 562 kg CO₂ emissions
- 326 teams (1,605 individuals) registered for Jack Frost Challenge, logging 50, 742 total kilometres of outdoor winter activity and avoiding 11, 379 kg CO₂ emissions
- The Bicycle Education and Skills program expanded into two new school divisions in Winnipeg (Louis Riel School Division and St. James Assiniboia School Division) in addition to Seven Oaks School Division, bringing on-road cycling education to middle school students across Winnipeg
- It was rewarding to see the resilience of schools this year to continue pushing for sustainable transportation in their communities despite another long year of educating during a pandemic. Our program coordinators are motivated by teachers' and school administrators' desire to see a greener, safer future for their students!

"The Jack Frost Challenge motivated me to be active in weather that I would normally balk at. The local discounts on the passport were also a nice bonus and motivator."
- Jack Frost Challenge Participant

"I was so happy to see my students taking an active part in Clean Air Day, even during remote learning. They loved the hands-on, fun, play based, multi-age, open ended activities, and I loved seeing photos of my students participating in such a great cause. Thank you Green Action Centre for sharing such a great resource!" - Teacher, Clean Air Day attendee

GoTober



OUR SOCIAL ENTERPRISE

Compost Winnipeg has had another banner year of growing diversion rates and impact while welcoming so many new businesses, events, institutions and Winnipeg residents to experience our service! We've been so thrilled to watch the number of residents taking part in our service swell from just over 600 to nearly 1000 in the past year! In addition to many schools, youth groups and movie sets, offices and restaurants we were also thrilled to see the Winnipeg Convention Center ramp up its use of our service, a good sign that things may actually be returning to normal in the social fabric of our city.



"Being able to rely on the timely and efficient organic waste pick-up services from Compost Winnipeg makes it easy for us to practice sustainability and choose green solutions when it comes to waste removal."

- Jenna Khan
Director, The Beer Can



Organic waste composted to date: 3,012,000 kg



Total CO₂e avoided to date: 2,710,800 kg



Equivalent to:
Km driving....10,828,894
Litres gas.....1,154,664
Tree seedlings....398,345



"With the support of Compost Winnipeg, Tec-Voc High School was able to establish a school composting program that is comprehensive, flexible and well-designed to fit our school composting needs and initiatives. Compost Winnipeg has been beyond amazing to work with throughout the entire process: from idea generation and planning, research, needs determination, material ordering and implementation." - Livia Gloux, Culinary Arts Instructor, Tech Voc High School

FIRST NATIONS WASTE MINIMIZATION

The First Nations Waste Minimization team supports First Nation communities in Manitoba to minimize and divert waste out of their community, and enhance the health of the land, air, water, humans, and wildlife.



The number of Manitoba First Nation communities supported by the Pathfinders expanded this past year from 3 to 10, including: Black River First Nation, Buffalo Point First Nation, Fisher River Cree Nation, Garden Hill First Nation, Little Saskatchewan First Nation, Peguis First Nation, Pine Creek First Nation, St. Theresa Point First Nation, Tataskweyak Cree Nation, and Wasagamack First Nation.



Comments from RISE participants:

"Great presentations thank you for sharing your successes with gardening"

Thanks so much for sharing! I love what you are doing! Keep it up!"

"There are such exciting things going on! Fantastic!"

The third annual RISE (Recognizing Indigenous Sustainable Education) series of six lunch & learns took place with 428 registered participants. Culturally relevant classroom presentations were presented to approx. 70 students and teachers in Pine Creek First Nation.

2021-2022 GREEN ACTION CENTRE BOARD OF DIRECTORS



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COMPOST WINNIPEG OUR SOCIAL ENTERPRISE



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2021-2022
GREEN ACTION CENTRE
STAFF AND CONTRACTORS



Tracy Hucul
Executive Director



Nikole Sawatzky
Office Coordinator



Lea Coté
Composting



Kristen Malec
Composting



Mel Marginet
Workplace Commuter
Options



Sankranti Patel
Active & Safe Routes
to School (former)



Cameron Mackay
Active & Safe Routes
to School



Katheryn Loewen
Active & Safe Routes to School /
Workplace Commuter Options



Kris Kuzdub
Commuter Challenge /
Jack Frost Challenge



Beth McKechnie
First Nations Waste
Minimization



Chantel Henderson
Indigenous Program Outreach
First Nations Waste Minimization



Amy Smith
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First Nations Waste Minimization



Cesar Flores
Community Pathfinder
First Nations Waste Minimization



Jordan Guiboche
Community Pathfinder
First Nations Waste Minimization



Durdana Islam
Climate Action Team



Josep Seras Gubert
Sustainability Projects



Colleen Ans
Living Green, Living Well

OUR FUNDERS & SPONSORS

Green Action Centre is grateful for the following funders and sponsors, whose contributions supported our work and enhanced our impact in 2021-22. Thank you also to the many unnamed individual donors!

MAJOR ORGANIZATIONAL FUNDER

Canada Emergency Wage Subsidy

OPERATIONAL

The Winnipeg Foundation, Stabilization Fund
The Winnipeg Foundation, Youth in Philanthropy
Payworks
Manoverboard (1% for the Planet)

COMPOSTING

City of Winnipeg, Water and Waste
Conservation and Climate Fund – Province of
Manitoba, Environment, Climate, and Parks
Red River Co-op

COMPOST WINNIPEG

Bullfrog Power

FIRST NATIONS WASTE MINIMIZATION

Southeast Resource Development Council Corp
Indigenous Services Canada

WORKPLACE COMMUTER OPTIONS

The Winnipeg Foundation
Manoverboard contributing through 1% for the Planet

COMMUTER CHALLENGE 2021

City of Winnipeg (Government Partner)
Winnipeg Transit (Government Partner)
CN (Gold Level Sponsor)
IG Wealth Management (Gold Level Sponsor)
Assiniboine Credit Union (Silver Level Sponsor)
Access Credit Union (Silver Level Sponsor)
Tire Stewardship Manitoba (Silver Level Sponsor)
Manitoba Hydro (Bronze Level Sponsor)

JACK FROST CHALLENGE 2022

Access Credit Union
Manoverboard
Red River Mutual
Stantec
Dillon Consulting
CAA Manitoba

ACTIVE & SAFE ROUTES TO SCHOOL

City of Winnipeg, Public Works
ECO Canada Employment Program
Health Canada
Manitoba Health, Seniors and Active Living
Manitoba Public Insurance

LIVING GREEN LIVING WELL

Cadillac Fairview, Building Communities Program
The Winnipeg Foundation

We collaborate and partner with:

ACE Project Space - RRC Polytechnic / Bike Week Winnipeg / Bike Winnipeg / Canadian Centre for Policy Alternatives / Climate Change Connection / Fort Whyte Alive / Functional Transit Winnipeg / Green Communities Canada / Greenpeace Winnipeg / Health Canada / Manoverboard / Manitoba Energy Justice Coalition / MPI / Planet Pantry / Prairie Climate Centre / Red River Co-op / Rossbrook House / Seven Oaks School Division / Traffic Injury Research Foundation / The Unitarian Church Green Action Committee / The WRENCH / Wilderness Committee / Winnipeg Chamber of Commerce / Winnipeg LGBT Chamber / Winnipeg Trails / Youth Agencies Alliance

FNWM Classroom Presentation





Green Action Centre is a non-profit, non-governmental organization based in Winnipeg and serving Manitoba. We are a registered charity, governed by an elected community board.

We promote greener living through environmental education and encourage practical green solutions for households, workplaces, schools and communities.

Our primary areas of focus are green commuting, composting and waste reduction, sustainable living, and resource conservation.

Programs and outreach are supported by government and community grants, corporate sponsorships, individual donations, and through our consulting and compost collection services.

Green Action Centre

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National Truth & Reconciliation Healing Walk